

FIG.1

PRIOR ART

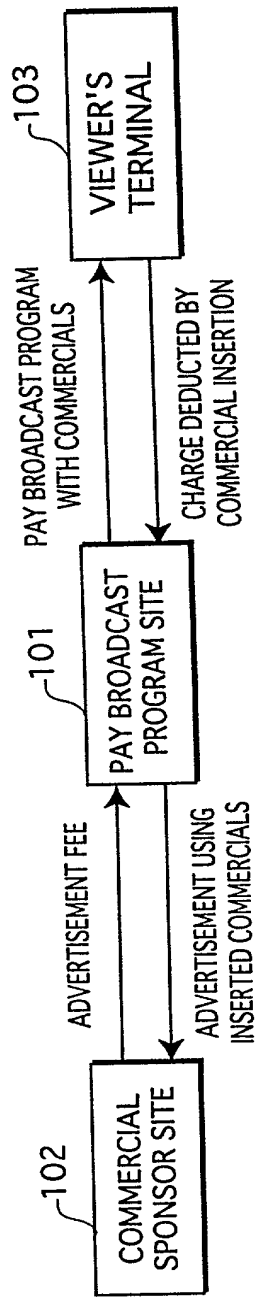
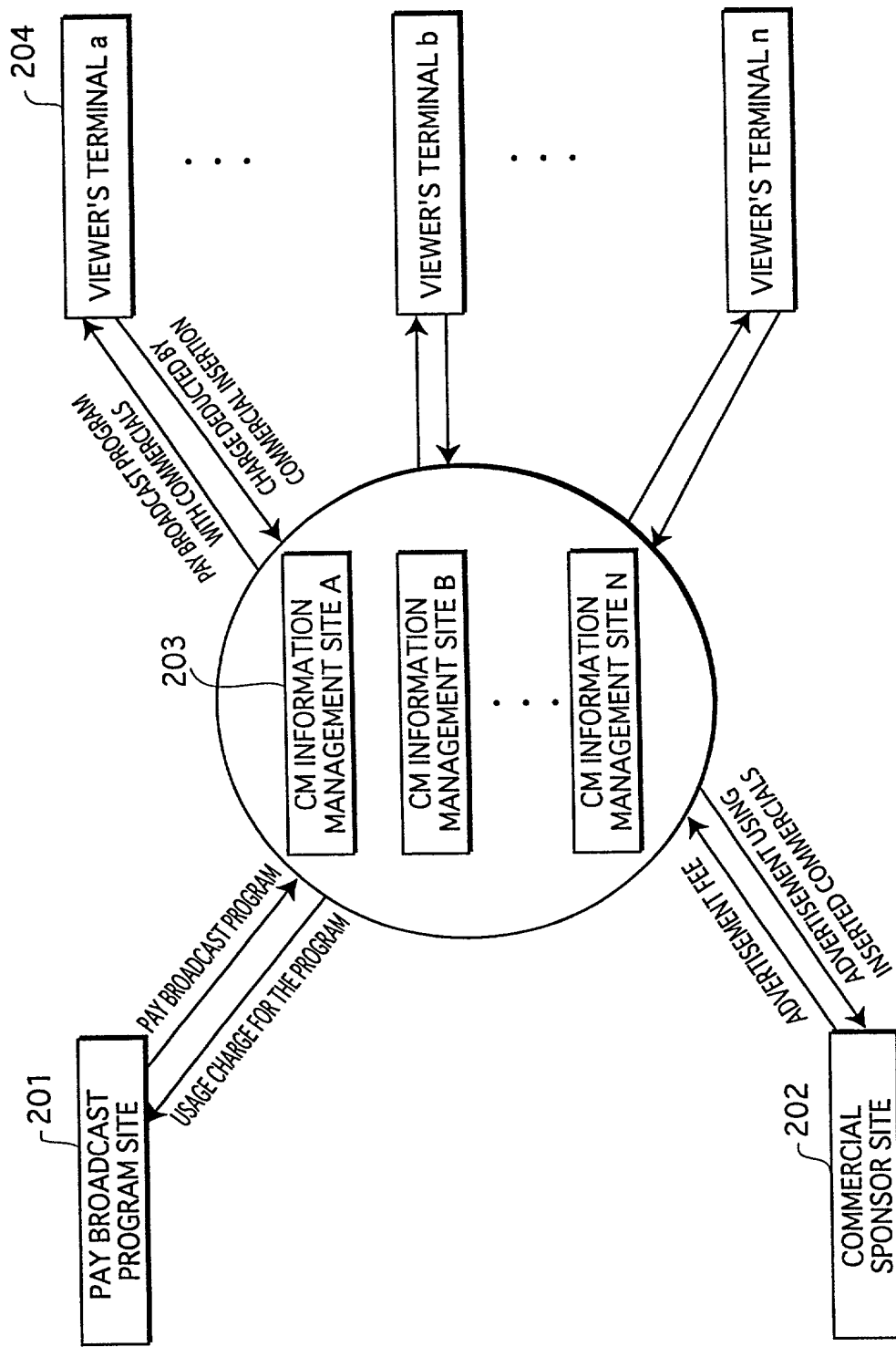


FIG. 2



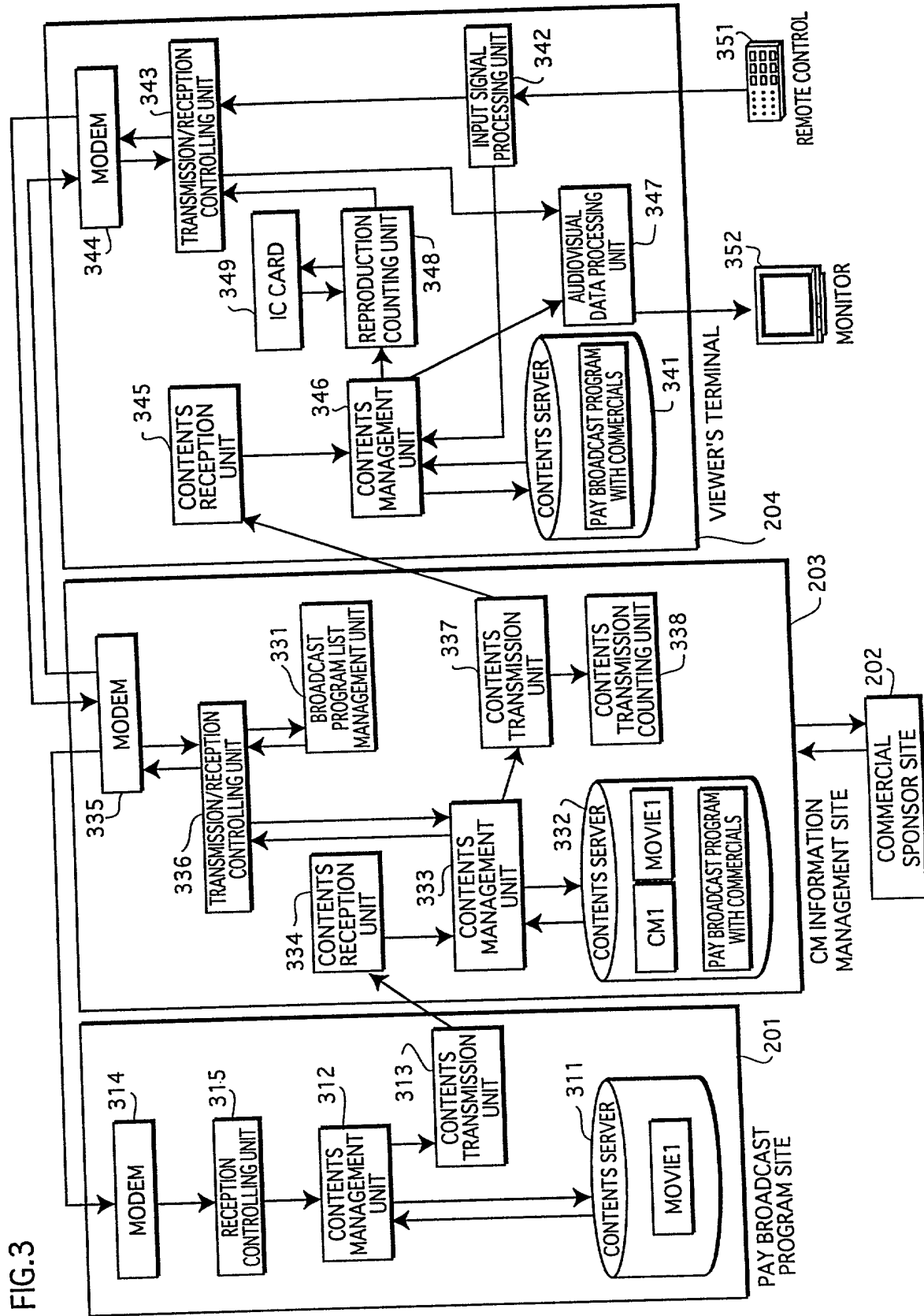


FIG.4

401 HEADER INFORMATION

PROGRAM TITLE	THE NUMBER OF PROGRAMS/COMMERCIALS
MOVIE 1	1
CM 1	7
CM 2	4

402 403

FIG. 5

USAGE CHARGE/ADVERTISEMENT FEE LIST

PROGRAM TITLE	THE NUMBER OF PROVISION FOR VIEWER'S TERMINAL	CHARGE FOR ONE PROVISION	TOTAL OF USAGE CHARGE/ ADVERTISEMENT FEE
MOVIE 1	125	¥ 1,000	¥ 125,000
MOVIE 2	29	¥ 1,200	¥ 34,800
CM 1	1,049	¥ 100	¥ 104,900
CM 2	703	¥ 100	¥ 70,300

FIG.6

VIEWER'S TERMINAL MANAGEMENT TABLE 601

VIEWER'S TERMINAL ID	PROGRAM TITLE	TOTAL CHARGE
0001	MOVIE 1, MOVIE 2	350
0002	MOVIE 1	150
⋮	⋮	⋮
⋮	⋮	⋮
⋮	⋮	⋮

FIG.7

701 PAY BROADCAST PROGRAM SELECTION SCREEN

☐

SELECT ONE PAY BROADCAST PROGRAM FROM
THE FOLLOWING LIST

1. MOVIE 1

702

2. MOVIE 2

703

...

FIG. 8

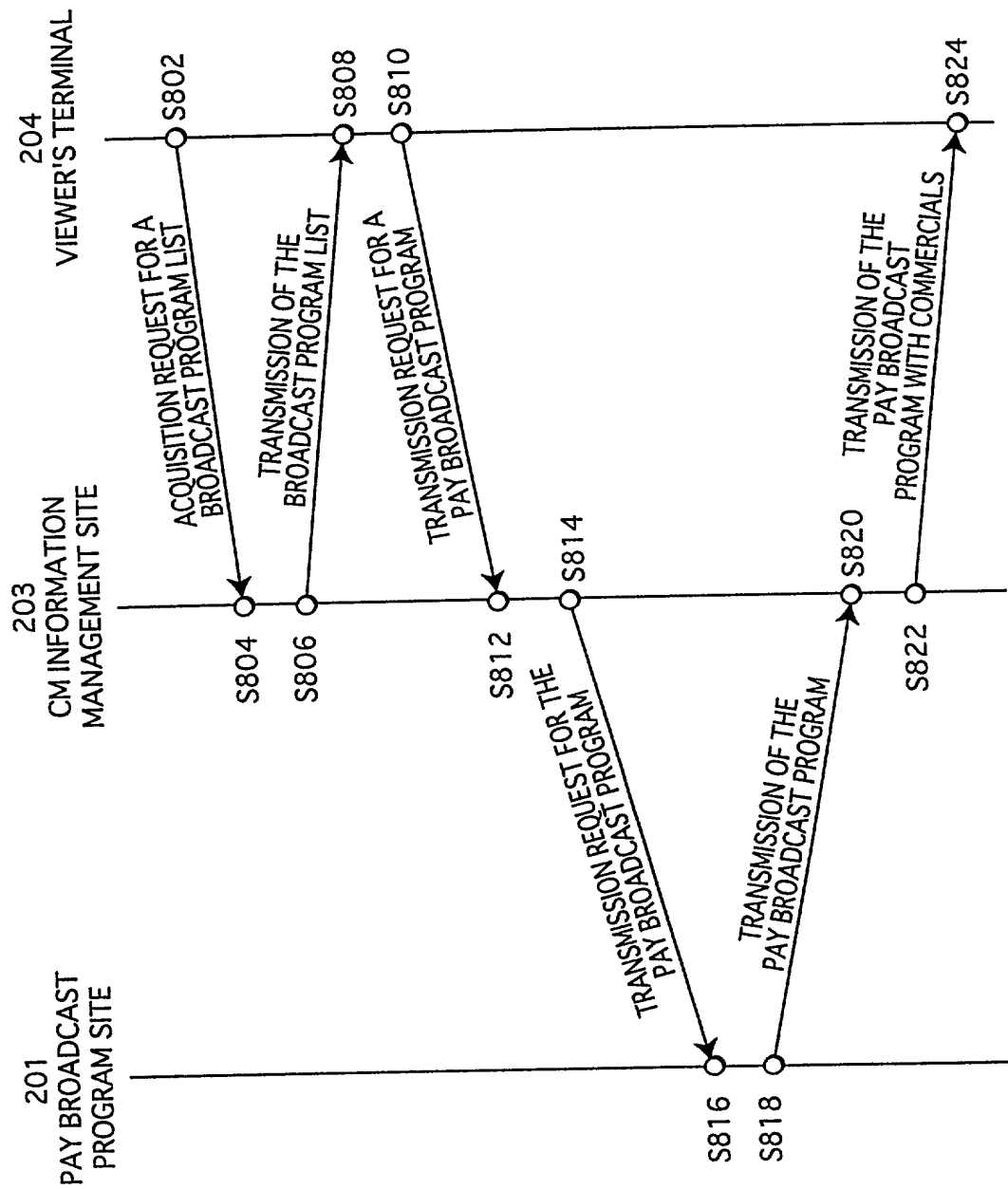


FIG.9

CM SELECTION SCREEN 901

☐

SELECT THREE COMMERCIALS TO BE INSERTED INTO THE
PAY BROADCAST PROGRAM FROM THE FOLLOWING LIST

903

☒ 1. CM 1

☐ 2. CM 2

☐ 3. CM 3

...

902

904

905

PAY BROADCAST PROGRAM ACQUISITION

FIG.10

CM SELECTION RATE TABLE 1001

1002, CM TITLE	1003, THE NUMBER OF CM TRANSMISSION	1004, CM SELECTION RATE	1005, BREAKDOWN OF VIEWERS	1006, BREAKDOWN OF PAY BROADCAST PROGRAM
CM 1	57	6.87%		
CM 2	65	7.83%		
CM 3	98	11.81%		
CM 4	379	45.66%		
CM 5	231	27.83%		

FIG. 10 is a table showing the CM selection rate for each CM.

FIG.11

CM SELECTION SCREEN 1101

SELECT THREE COMMERCIALS TO BE INSERTED INTO THE
PAY BROADCAST PROGRAM FROM THE FOLLOWING LIST

902

904

1102

903

☒ 1. CM 1 (NOW YOU WILL GET A PRESENT!)

☐ 2. CM 2 (CAMPAIGN NOW UNDERWAY!)

...

905

PAY BROADCAST PROGRAM ACQUISITION

FIG.12

ADVERTISMENT FEE LEST 1201

1202 CM TITLE	1203 THE NUMBER OF PROVISION FOR VIEWER'S TERMINAL	1204 FEE FOR ONE POINT	1205 BASE DPOINT10	1206 ADVERTI- SEMENT FEE
CM 1	57	¥100	10	¥57,000
CM 2	65		20	¥130,000

FIG.13

CM SELECTION SCREEN 1301

SELECT COMMERCIALS FROM THE FOLLOWING LIST SO
THAT THE TOTAL OF POINTS BECOMES 100 OR MORE

1303

902 CURRENT TOTAL POINT

10

 1304

903 ☒ 1. CM 1 (10 POINT) 1302

☐ 2. CM 2 (20 POINT)

...

905

PAY BROADCAST PROGRAM ACQUISITION

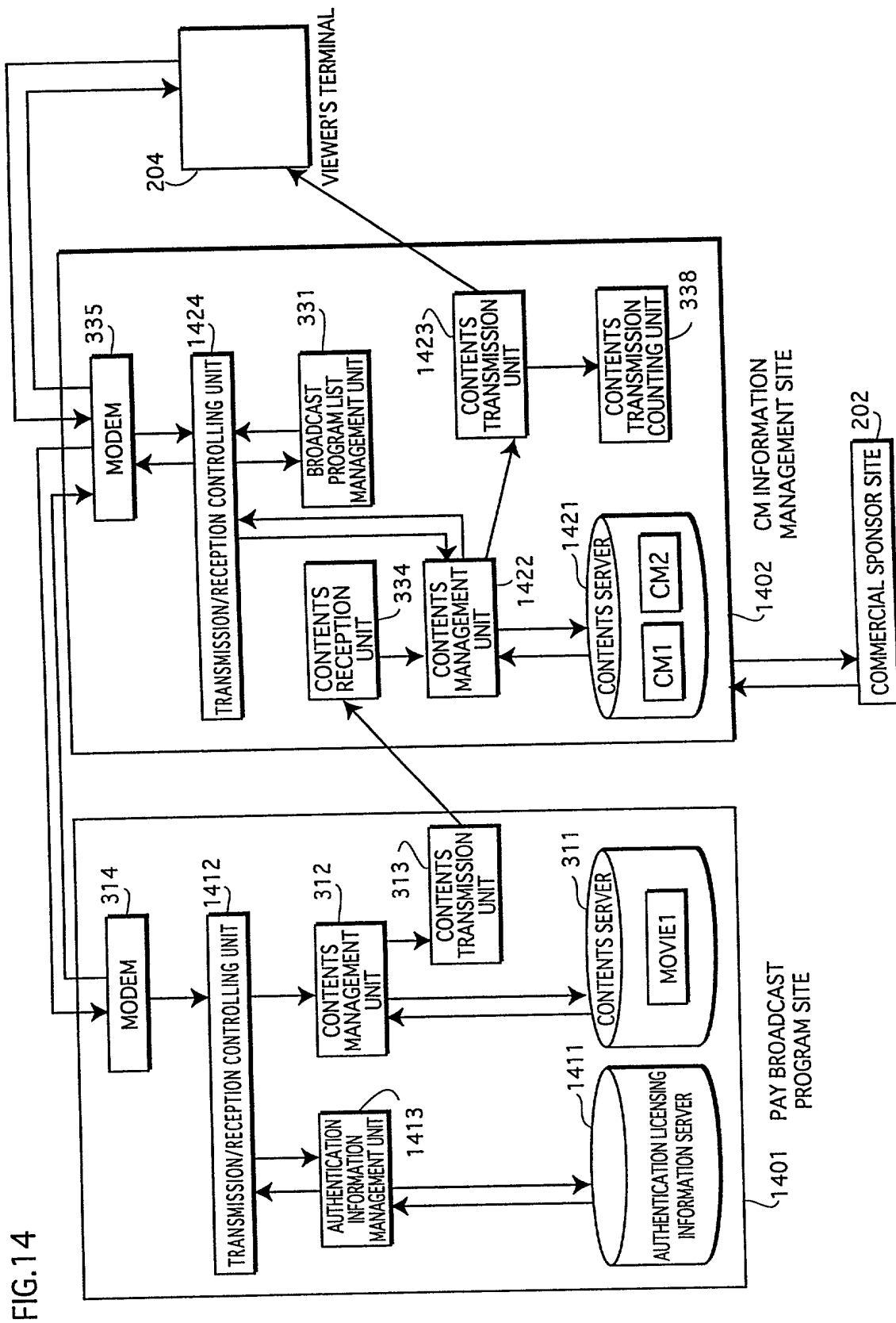


FIG.15

AUTHENTICATION LICENSING INFORMATION 1501

1502 SITE ID	1503 PASSWORD	1504 DELIVERY FORM	1505 DESTINATION	1506 PAY BROADCAST PROGRAM TITLE	1507 CM TITLE	1508 CM CATEGORY
101	*****	CELLULAR PHONE	XXX	MOVIE 1	CM1	car
					CM2	food
					CM3	non-alcohol
		THE INTERNET	XXX	MOVIE 2	any	any
201	*****	BROADCASTING WAVE	XXX	MOVIE 3	CM3	non-alcohol
					CM4	ANIMATION

FIG.16

AUTHENTICATION INFORMATION 1601

1602	1603	1604	1605	1606	1607	1608
SITE ID	PASSWORD	DELIVERY FORM	DESTINATION	PAY BROADCAST PROGRAM TITLE	CM TITLE	CM CATEGORY
101	*****	CELLULAR PHONE	XXX	MOVIE 1	CM1	car
					CM2	food

FIG.17

